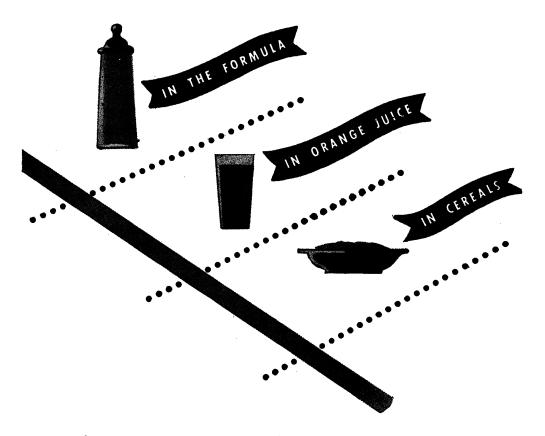


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When you prescribe Vi-Penta Drops, your patients receive a dependable source of generous amounts of vitamins A, B₁, B₂, C, D and niacinamide in a form that is easy to give and pleasant to take. These clear, non-alcoholic drops are freely miscible with milk, formula, fruit juice, soup, cereal, dessert and other foods. 15- and 30-cc vials, and 60-cc packages. HOFFMANN-LA ROCHE, INC., ROCHE PARK, NUTLEY 10, NEW JERSEY T. M.—VI-Penta—Reg. U. S. Pat. Off.

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IN TRICHOMONIASIS use and prescribe ARGYPULVIS



For Use by the Physician 7-gram bottles fitting Holmspray or equivalent powder-blower



For Home Use by the Patient 2-gram capsule for insertion by the patient

This new adaption of ARGYROL provides more effective treatment . . . and better control

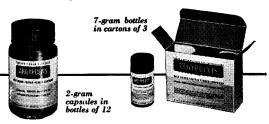
Its positive protozoacidal action, combined with its detergent and demulcent properties, makes

ARGYPULVIS an ideal agent both for effective office treatment and for the supplementary home use so essential to effective control.*

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*Reich, Button and Nechtow, "Treatment of Trichomonas Vaginalis Vaginitis," Surgery, Gynecology and Obstetrics, May 1947, pp. 891-896



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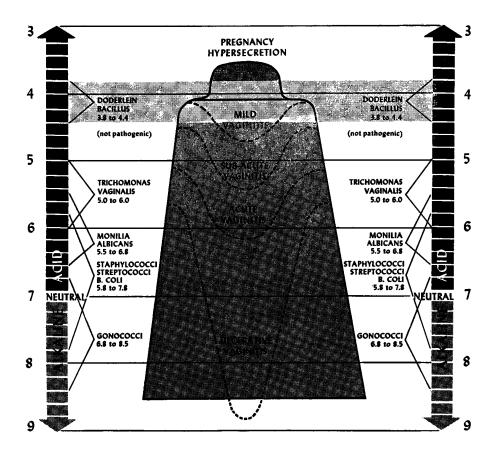
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Protamine, Zinc & Iletin (Insulin, Lilly), 40 and 80 units per cc.

Intermediate effects may be obtained by suitable admixtures of Insulin and Protamine Zinc Insulin.

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the measure of resistance to vaginal infection

FLORAQUIN POWDER
—for office insufflation

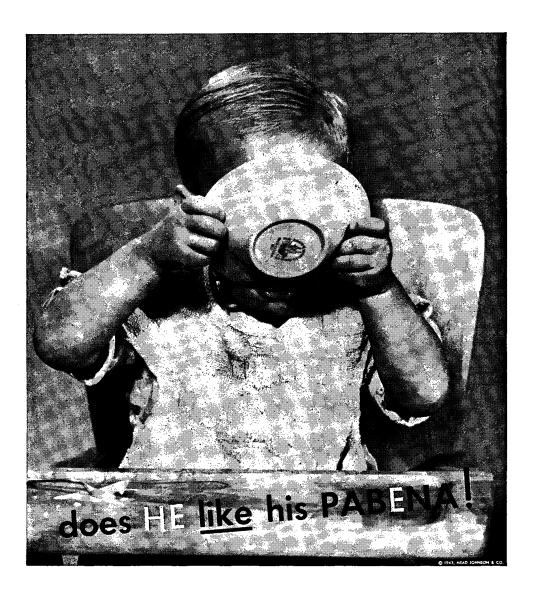
FLORAQUIN TABLETS
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Characteristic of the normal adult vagina is the pH which ranges between 3.8 and 4.4. This acid level is resistant to pathogenic bacteria, protozoa and fungi. In such a medium the Döderlein bacillus flourishes and aids in the production of lactic acid.

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FLORAQUIN AND DIODOQUIN ARE THE REGISTERED TRADEMARKS OF G. D. SEARLE & CO., CHICASO SO, ILLINOIS FLORAQUIN—a product of Searle Research—aims at restoring and maintaining a vaginal environment inimical to the growth of pathogenic flora. Floraquin not only contains Diodoquin-Searle (5, 7-diiodo-8-hydroxyquinoline) but also supplies adequate lactose, dextrose and boric acid for reestablishing a normal vaginal pH; therefore, a normal vaginal physiology.



WHEN interviewed between platefuls, this 11-months-old young man emphatically stated: "I have been brought up on Pablum and still like it, but some days when I'm in the mood for oatmeal, nothing satisfies me like Pabena!"

Nutritious, quick and easy to prepare, both products are for sale at drug stores.

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Sharp & Dohme has used exactly 5 times the F.D.A. minimum daily vitamin requirements as the basis of Mulsavite² Capsules Therapeutic Potency Multivitamins:

		MULSAVITE Capsules	F.D.A. Requirements
Vitamin A	٠.	20,000 units	4,000 units
Vitamin D		2,000 units	400 units
Thiamine hydrochloride		5 mg.	1 mg.
Riboflavin		10 mg.	2 mg.
Pyridoxine hydrochloride		1 mg.	
Calcium pantothenate		10 mg.	
Niacinamide		50 mg.	
Ascorbic Acid		150 mg.	30 mg.
Mixed tocopherols		10 mg.	*
* No daily requirement established		-	

Jolliffe and Smith stress that "The daily therapeutic dose of vitamins should be at least five times the maintenance requirements. Since they can be given in amounts many times the maintenance requirements without untoward effect, it is better to give too much than too little."

MULSAVITE Capsules are indicated for treatment of concurrent multiple vitamin deficiencies. The dose is one capsule or more daily. Bottles of 30 and 500 easily swallowed capsules. Sharp & Dohme, Philadelphia 1, Pa.

1. Haven Emerson: Journal Lancet, 57:1, 1947. 2. Registered trademark, Sharp & Dohme. 3. M. Clin. North America 27:567, March 1943.

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In the Conservative Treatment of The Lumbosacral and Lower Lumbar Regions

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- ...Give firm support to the low back; the support is easily intensified by re-inforcement with pliable steels or the Camp Spinal Brace.
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- ...Allow freedom for contraction of abdominal muscles under the support in instances of increased lumbar curve (fig. 1).
- ... Are removed easily for prescribed exercises and other physical procedures prescribed by physiatrist or physician.



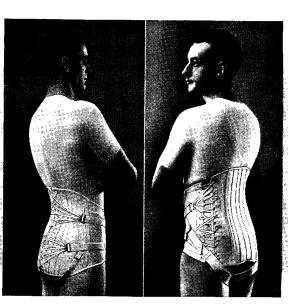


FIGURE 2 — Patient — infermediate type of build. Strain of lumbosacral joint predisposes to other strains. For protection of the joints in the lumbar region from recurrent strain and also as an old in relieving the pain of acute conditions. Camp. Jumbosacral supports have proved effective.

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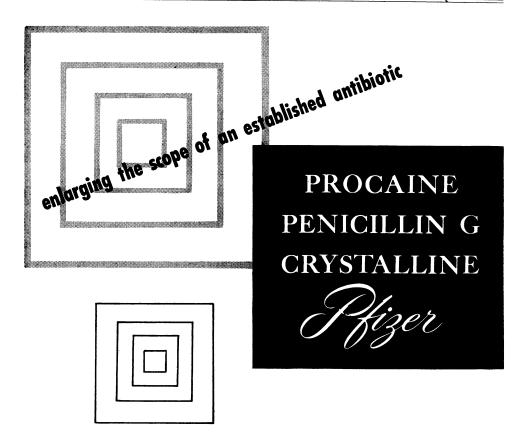


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Three independent research organizations in a nationwide survey asked 113,597 doctors to name the cigarette they smoked. More doctors named Camel than any other brand.



EVER since Penicillin was first produced, one of the important phases of Pfizer research has been the development of new dosage forms which would enlarge the scope of usefulness of this important antibiotic.

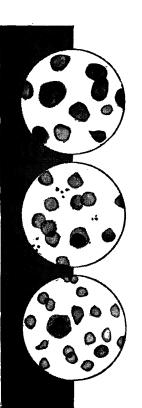
One of the more noteworthy of these developments has been Procaine Penicillin G Crystalline-Pfizer. The medical profession has given this recently-developed salt a consistently favorable reception ever since it was first made available through the pharmaceutical companies.

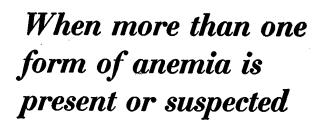
Administration by intramuscular injection of Procaine Penicillin G suspensions results in therapeutic Penicillin blood levels for periods greatly in excess of those hitherto obtained with other dosage forms. Extensive clinical investigations established this before the new salt was commercially produced and introduced.

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WHOLE LIVER (desiccated) — with nothing but the water removed — to supply the secondary antianemia fractions which have been proved to be essential experimentally and clinically.

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FOLIC ACID — for bone marrow stimulation and to complete the development of red blood cells — as specific therapy for macrocytic anemias of malnutrition, pregnancy, pellagra and sprue.

1. Cartwright, G. E.: Blood 2:111 (March) 1947.

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EACH LIAFON CAPSULE CONTAINS:	3 capsules daily	6 capsules daily	
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Ferrous Sulfate Exsiccated 2.0 gr. (Approx. equivalent to 2.85 gr. ferrous sulfate or 36 mg. elemental iron)	8.5 gr. ferrous sulfate	17 gr. ferrous sulfate	
Ascorbic Acid 50.0 mg.	150 mg.	300 mg.	
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The consensus of clinicians who have had considerable experience with aurotherapy is that gold, despite its recognized toxicity, appears to be the most effective single agent available for the treatment of active rheumatoid arthritis.



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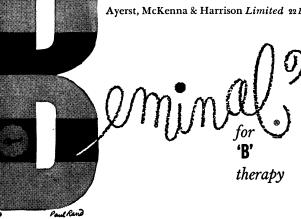


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- Relieves menopausal symptoms promptly.
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*Sturgis, S. H., Am. Jl. Obst. & Gyn. 53: 678, April 1947. Lin, H. A. C.: Am. Jl. Obst. & Gyn. 54: 296, August 1947.

Write for literature and Meprane Dipropionate for clinical trial.

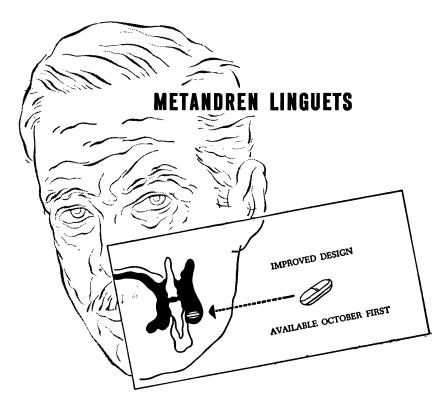
DOSAGE: Initial therapy, I tablet t.i.d. after meals; maintenance therapy, 1 to 2 tablets daily. Each tablet contains 1 mg. (1-65 grain) 3,4-bis-(m-methyl-p-propionoxyphenyl) hexane.

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1. Lisser, H.: Calif. & West. Med., 64: 177, 1946.

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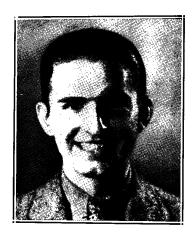
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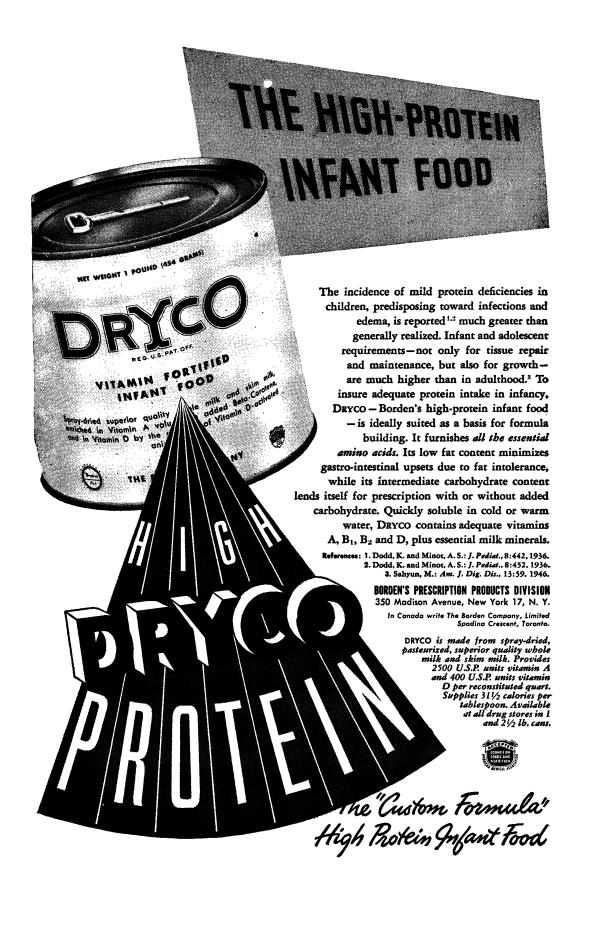
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Aluminum Hydroxide Gel with Magnesium Trisilicate

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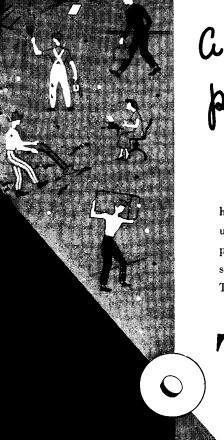
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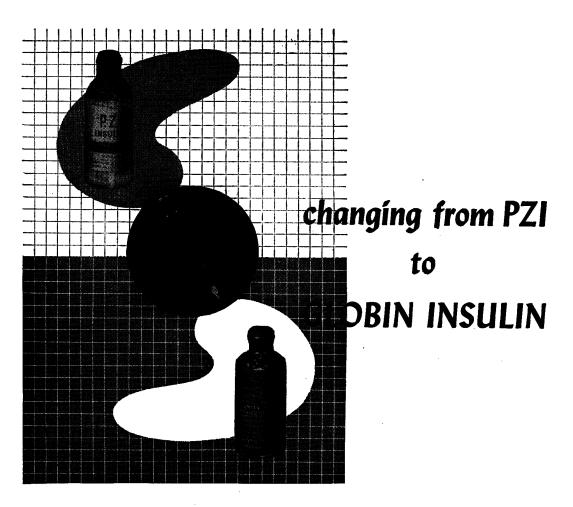
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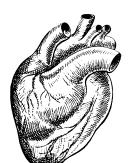
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Purodigin has these advantages:

PRECISE DOSAGE: Purodigin (Digitoxin Wyeth) is absolutely uniform . . . standardized by weight, prescribed by weight.

LACK OF IRRITATION: Purodigin is concentrated—dosage is only one thousandth that of digitalis leaf.

Nausea is rare.

ABSORPTION of Purodigin is virtually complete. Almost no irritating residue is left in the digestive tract.

SUSTAINED ACTION: Purodigin remains in the body as long as digitalis.

Try Purodigin—especially for those patients who do not easily tolerate digitalis leaf. Without interrupting treatment, simply prescribe 0.1–0.2 milligram Purodigin in place of 0.1–0.2 gram digitalis.

PURODIGIN°

CRYSTALLINE DIGITOXIN



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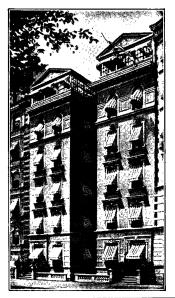
Exclusively for ALCOHOLISM DRUG ADDICTION and

We regard alcoholism and the varied drug habits, including barbiturism, as both physiological and psychological sicknesses. Our treatment is a hospital procedure which eliminates craving by a method of detoxication and quickly restores normal body functions. Following this our psychological approach to the problem has proven most successful.

We have perfected the treatment of drug addiction over a period of forty years. It is now generally accepted as standard. It is completed within a definite period, at a fixed charge, and entails a minimum of discomfort. The patient is assured of absolute privacy.

Our advertisement also appears in the A.M.A. Journal.

Pamphlets, "Drug Addiction," "Alcoholism," and "Symposium of Medical Opinion" on request SCHUYLER 4-0770



Now! Sizes for the Nullipara and the Multipara. THE HUDGINS CANNULA

For Hysterosalpingography

A screw-type, self-retaining, indwelling cervical cannula with a ball valve to retain the contrast medium. The head has a luer slip opening which accommodates an introducing stem. The stem is easily replaced by a hollow syringe stem; a syringe is then attached, the contrast medium introduced, and the syringe stem removed. The patient is instructed to be up and about for about ½ hour, during which time muscular contractions of the uterus work the medium out into the tubes; the plate is then taken.

FEATURES IN DIAGNOSIS

- Provides a simplified technic which can be done in the office.
- Less pain and trauma-no tenacula required.
- Single plate technic completed in 1 to 2 hours.

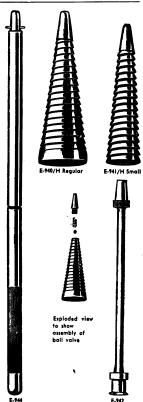
 Functional obstructions of tubes fewer and more easily overcome.
- Clearer films-fewer instrument shadows-better orientation. Permits use of lighter opaque media base-more easily absorbable.
- Safe—keeps operator out of the x-ray field.

E-490 Hudgins Cannula Outfit (stainless steel) with regular conical cannula head (E-940/H) for the multipara, syringe stem (E-942), introducing stem (E-944) and an extra valve ball and spring; with comprehensive instructions for use.

E-941 As above, but with small conical cannula head (E-941/H) for the nullipara. Each \$15.00

CLAY-ADAMS COMPANY, INC. 141 EAST 25th STREET NEW YORK 10 Showrooms also at 308 West Washington Street, CHICAGO 8, ILL.





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There are times when the ready digestibility of barley makes it a desirable adjunct to the convalescent diet.

In such cases beer as a mealtime accompaniment is often suggested by the physician.

The advantages under these circumstances of a beer which is brewed solely from barley-malt are obvious. Such a beer is Trommer's White Label Premium Beer. It is brewed after an old-world formula which permits the use of only carefully selected hops and fine barley-malt. No other grain is used.

The result is a beer pleasantly light and appealing to the taste.



*Malted barley is rich in an enzyme which digests starch in the production of maltose.

(From "Accepted Foods and Their Nutritional Significance")



Economical and Convenient

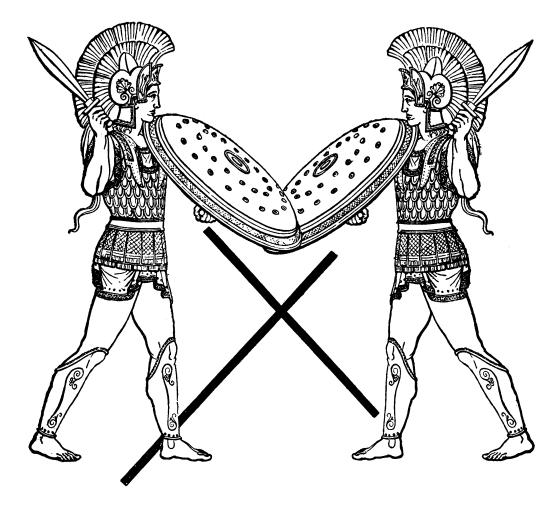
Several delicious servings in each can. No scraping! No haphazard home preparation. And, Gerber's new Strained and Junior Meats are all one low price.

For complete analyses and further information, please write to Dept. AM9-8 Gerber's, Fremont, Mich.



Accepted by the Council on Foods and Nutrition of the American Medical Association.

Gerb



Thiamine therapy too often cuts two ways. Even as it rectifies thiamine deficiency, it can precipitate other B factor deficiency diseases.¹

Solu-B* affords balanced, high potency, multiple (5) B vitamins to meet the most exacting needs of parenteral B vitamin therapy.

1. Editorial: J. A. M. A. 129:74 (Sept. 1) 1945

IN A SINGLE VIAL	SOLU-B	SOLU-B 5X
Thiamine Hydrochloride	10 mg.	50 mg.
Riboflavin	10 mg.	50 mg.
Pyridoxine Hydrochloride		25 mg.
Calcium Pantothenate	50 mg.	250 mg.
Nicotinamide	250 mg.	1250 mg.

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THE PACKAGE:

Solu-B with Distilled Water. In boxes of five vials Solu-B with five 5 cc. ampoules of Sterile Water for Injection.

Solu-B (Plain). In boxes of twenty-five vials.

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Solu-B with Ascorbic Acid. In boxes of five vials Solu-B with five 5 cc. ampoules Ascorbic Acid 500 mg.